



Wisconsin Conservation Congress
 Outreach (Education Trailer) Subcommittee Meeting
 Meeting Minutes

WCC Meeting Minutes
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ORDER OF BUSINESS	07/29/2019	7:00	Conference Call
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I. ORGANIZATIONAL MATTERS

A. CALL TO ORDER

Meeting called to order by	Chair Roehrig at 7:01 pm
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B. ROLL CALL

ATTENDEES	Larry Bonde, Kari Lee Zimmerman, Michael Britton, Paul Gettleman, Mark LaBarbera, Ryan Wagner
EXCUSED	
UNEXCUSED	
GUESTS	

C. AGENDA APPROVAL/REPAIR

DISCUSSION	None
ACTION	

D. REVIEW COMMITTEE MISSION STATEMENT

DISCUSSION	N/A
ACTION	

E. PUBLIC COMMENTS

DISCUSSION	N/A
ACTION	

II. INFORMATION & ACTION ITEMS

A. MOU with OHEC

T. Roehrig/M. LaBarbera

DISCUSSION	DNR lawyers urged WCC to create a written MOU and they came up with the wording. The MOU was signed in mid October 2018. Responsibilities were outlined included that anyone that uses the trailers know how to use. The MOU is specific to TOW2 but OHEC agrees that TOW1 can be used. Discussion about insurance for TOW1 since it is not in MOU. OHEC has own insurance for trailers so liability insurance for WCC covers delegates. The WCC policy covers trailers towing or anything that happens at an event for delegates. Insurance is based on trailer itself not on things inside. OHEC has liability insurance on it for at events. Mark doesn't think that the OHEC insurance covers the contents. WCC has an umbrella policy. Insurance companies will fight it out about who covers.	
ACTION	None	
PERSON(S) RESPONSIBLE		DEADLINE

B. Funding and OHEC Offer

T.Roehrig/M. LaBarbera

DISCUSSION	On behalf of OHEC, Mark LaBarbera offered that OHEC will help fund the 3rd trailer with WCC rather than delay funding for it. Dale Maas has collected \$1330 for donations and solicitations towards 3rd trail. Friends of WCC paid \$750 for insurance for this year and has committed to paying the \$750 yearly and Larry to confirm with the Friends. Note Larry later confirmed that insurance payments were separate, not from what was collected. FWCC confirmed later that it will continue to pay for insurance as long as WCC delegates are taking the trailers and using them often. Dale stated we have mounts for the trailers. Kari stated an agreement between the Friends group and WCC was signed November 2018 – Friends will pay for the insurance on the trailer. Discussion focused on developing a 3rd trailer and hold on the 4th until we understand usage of the 3rd trailer. We also discussed using the 4th trailer for a small event set up with a table, chairs and just a couple of mounts with some brochures, etc. We can have 3rd trailer outfitted with what we have. OHEC and WCC logo and 1 sponsor for a mini-TOW trailer. 2nd trailer – for tables, chair for smaller set up. Larry commented that we have 3 trailers we can use
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from WCC. The old trailer plus 2 donated trailers.

Discussion around sponsorship of 3rd trailer. Dale Maas said DU Greenwings is willing to sponsor the trailer. Kari stated that WCC should have a plan/oversight in place of the trailer as a semi-quasi oversight (legal action, alcohol) – etc – we need some criteria for sponsorship. Dale Maas stated he agrees with Kari and recommended we needed a committee oversight. Also, Dale Maas said three statewide builders he talked to are willing to donate but WCC needs to send them something. Mark LaBarbera moved that Dale be authorized to sell one of the companies telling him they'll sponsor the 12' third trailer and ask for enough to cover the \$2,500 budget Dale mentioned. We don't want to dilute the value to WCC, OHEC and that third sponsor by adding more logos. And we want as much exterior space as possible for educational use, especially on the 12' trailers from LE. Dale said he would need specs for what he could offer. Mark suggested \$3,000 prepaid for 3 years, which includes cost of the logo being put on the trailer. Height of the logos would be no smaller than the OHEC and WCC logos, at least 18" tall on one side, possibly smaller on the other side with the fish art mural, and at least 24" on the back. Width of the logo is proportionate to that height spec since each logo is different. Mark LaBarbera shared that if we have a sponsor - we recommend to the Exec Committee – OHEC to give \$750 now to help with mounts graphics, etc. WCC puts in \$750. We could cover the expenses for a 3rd trailer to get it up and running. Ryan Wagner asked are donors looking for donor logos? Or are they expecting something in return? Dale responded that donating to the education nature of the trailer. Just like running an ad – if they don't get value out of it, they don't advertise the next year. Kari recommended that it would behoove WCC to have criteria and who is going to make the decision to accept money from an organization. Before we accept donations for sign-age and sponsorship that we are clear about groups we are willing to accept donations from. Larry recommended that the approval comes from Exec Committee as they meet most often. Michael asked if anything we determine needs approval from the Exec Committee and Larry confirmed that we would have to Exec Committee approve.

Sign-age Criteria. Dale is needing sign-age criteria. Dale asked what size is the logo? Mark asked do we need the size? – sell it as logo would not be smaller OHEC and WCC logo and these at least 18" Tall and on side with fish art may be smaller and add a logo for back tailgate and at least 24". Width would be proportional to the trailers.

Larry Bonde asked about the old WCC trailer and where that is? Dale Maas indicated it is at his house and an Ozaukee county delegate used this past weekend. Dale shared it is over 10 years old and Dale is keeping it up to keep animals out.

Mark Labarbera shared that the WCC trailers were able to be towed by anyone. Question about tow vehicle size for ToW1 and ToW2. Mark said he tows the trailers with his Ram 1500 and 2 5/16" hitch and has hauled them from Hazel Green to Dunn County and dozens of other places and will be hauling ToW to Forest Fest in Eagle River, SOAR Camp near Wausau, Deerfest in West Bend, Youth Days in New Berlin, etc. Starting to run into conflicts with events.

Larry felt that if we can get a 3rd donor – "lets jump on it and go."

Dale indicated he would like \$125 canopy for outside the trailer. Larry stated we need to focus on this 3rd trailer and get it going for now and run with it. Larry will buy a canopy if we need one that badly.

Delegates and usage

Michael – getting people to help with county fairs and events is difficult. Dale asked how do we get delegates engaged in the county. Terri discussed the Fall District Meetings and developing Talking points and constantly reminding Delegates of the need to Outreach. Dale indicated that this will not happen overnight.

Terri asked Do we have agreement for 3rd trailer with funding from OHEC, WCC, and 3rd sponsor so we can take to Exec Committee. Dale stated we need to consider maintenance funding. Dale also asked can we not limit it? Mark felt that we should limit it with the \$4500 funding proposed. Sponsors who want to get on the trailer – we can do with the proposal above. Dale doesn't feel WCC should put in expense for the logos as WCC is supplying the mounts.

Mark rescinds offer on behalf of OHEC.

Michael asked if the \$2500 include advertising. Mark indicated that the \$2500 was an off the cuff and should be able to include the advertising.

Michael Britton made a motion to proceed with 3rd trailer. Mark commented that the offer from OHEC was rescinded. Larry – recommended we take the OHEC offer.

Michael made a motion that WCC and OHEC partners with 3rd trailer with funding by WCC an OHEC and as

	discussed above and seek approval from Exec Committee. Larry to follow up with the Exec Committee to approve and once approved then goes to Friends for supporting. Dale 2nd motion. Motion carried. Motion Carried.	
	Paul recommended to have TOW2 at convention for delegates to see as well as the 3rd trailer. Larry agreed with that idea. No decision on who would haul it there and back.	
	Terri discussed the Press Release that Mark and her wrote about he TOW trailers that will be sent to the delegates this week.	
ACTION		
PERSON(S) RESPONSIBLE		DEADLINE

C. Sign-age and criteria

T. Roehrig

DISCUSSION	None	
ACTION	Tabled until next meeting	
PERSON(S) RESPONSIBLE		DEADLINE

D. Supplies

T.Roehrig

DISCUSSION	None	
ACTION	Tabled until next meeting	
PERSON(S) RESPONSIBLE		DEADLINE

E. Trailer Schedule and Hauling to Events

T.Roehrig

DISCUSSION	None	
ACTION	Tabled until next meeting	
PERSON(S) RESPONSIBLE		DEADLINE

III. MEMBERS MATTERS

DISCUSSION	Mark – Need congress handouts and exhibits on the radar and tells the stories of WCC. We still need handouts or exhibits from WCC for ToW to tell what the congress is and does, and how to get involved. Give outreach tools to delegates working ToW trailers. Paul – Recorded meeting Ryan – Thanks for the effort and looking forward to the minutes and seeing the 3rd trailer Michael – Difficult decisions and the congress needs these discussions to grow Larry - Nothing Dale - Agenda items on Scheduling, Supplies and Sign-age criteria. Chair Roehrig tabled those until next meeting. Kari - Nothing	
ACTION		

IV. ADJOURNMENT

MEETING ADJOURNED	8:23 pm. Motion made by Michael Britton, 2nd by Paul Gettleman. Motion Carried	
SUBMITTED BY	Terri Roehrig	

DATE	[Date]
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